

# CC\_WEEKLY\_Status \_Report

## BUSINESS REPORT



# Project Objective

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

# Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. import csv file into SQL

# DAX Queries

Age Group = SWITCH

```
( TRUE(),  
'public cust_detail'[customer_age] < 30, "20-30", 'public cust_detail'[customer_age] >= 30 && 'public  
cust_detail'[customer_age] < 40, "30-40",  
'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 50, "40-50",  
'public cust_detail'[customer_age] >= 50 && 'public cust_detail'[customer_age] < 60, "50-60",  
'public cust_detail'[customer_age] >= 60, "60+",  
"unknown"  
)
```

IncomeGroup = SWITCH( TRUE(),

```
'public cust_detail'[income] < 35000, "Low",  
'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000, "Med",  
'public cust_detail'[income] >= 70000, "High",  
"unknown"  
)
```

# DAX Queries

```
week_num2 = WEEKNUM('public cc_detail'[week_start_date])  
Revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] + 'public  
cc_detail'[interest_earned]
```

```
Current_week_Reveneue = CALCULATE  
( SUM('public cc_detail'[Revenue]),  
  FILTER( ALL('public cc_detail'),  
    'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2]))))
```

```
Previous_week_Reveneue = CALCULATE  
( SUM('public cc_detail'[Revenue]),  
  FILTER  
( ALL('public cc_detail'),  
    'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1))
```

# Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 17% & 30%
- Customer count increased by 25%

Overview YTD:

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%